

Leverage the full potential of digital commerce

Commerce activities often focus on the final purchase decision of a customer. But a sustainable commerce strategy requires considering and optimizing every relevant touchpoint along the whole customer journey. The right selection of inventory, creative strategy and targeting is needed to identify and activate most convertible users.

CLIENT CHALLENGES

Relevant Conversions	Personalization
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Knowing the audience's shopping behavior and matching the most scalable commerce marketing solutions to it.

THE PURCHASE JOURNEY STARTS IN THE MIND

What esome offers you:

- **Market expertise** to consult you on your individual needs regarding commerce possibilities from acquisition through conversion to retention.
 - **Consulting and execution of solutions** that prepare users for a conversion along the whole customer journey.
 - **Targeting of a ready-to-buy audience** at the precise moment they are most receptive to the message, depending on individual media usage and shopping behavior.
- What makes us unique is our range of services that approach your individual commerce goal:
- **(Exclusive) Retail data** to target high quality users with high purchase-intent
 - **Social Commerce** from searching to conversational commerce, creator and social media shopping
 - **Retail placements** to drive traffic to online and offline stores via digital placements
 - **Cross-media performance campaigns** driven by our fast upfront campaign learning and huge data warehouse in the background

